



ETHICAL SALES PROFESSIONAL

The University of Notre Dame's Mendoza College of Business is hosting a 1-day executive education session for sales professionals. The session is targeted for a broad audience involved with business development, sales, and marketing.

October 17, 2025, 8:00 am–5:30 pm
Stayer Center for Executive Education, University of Notre Dame

7:30 am Registration and light breakfast

8:00 am Ethical Leadership for the Sales Professional – Professor Christopher Adkins

Chris Adkins is the Academic Director of the Mendoza College's Leadership Development and an Associate Teaching Professor of Management & Organization. His research and teaching explore how the fields of neuroscience, psychology, philosophy, and behavioral economics provide new insights and best practices for values-based leadership. This session will focus on what it means to be an ethical sales professional, focusing on how values that guide action in business contexts are the values that bring both individual fulfillment and market success.

9:50 am Break

10:00 am Negotiation – Professor Ann E. Tenbrunsel

Ann Tenbrunsel is the David E. Gallo Professor of Business Ethics. Her research interests focus on the psychology of ethical decision making, examining why employees, leaders and students behave unethically, despite their best intentions to behave to the contrary. Ann authored the popular book, *Blind Spots: Why We Fail to Do What's Right and What to Do about It*, with Max Bazerman. In this session, Professor Tenbrunsel will introduce students to fundamental principles of negotiation that can be applied to any sales situation.

Noon Lunch (provided)

1:00 pm Bookstore Excursion (Optional)

1:30 pm Inside the Buyer's Mind – Professor Joseph Redden

Joe Redden is the Aloysius and Eleanor Nathe Collegiate Professor of Marketing. He is a prolific researcher and expert on consumer behavior, winning multiple awards for his teaching and research. Prior to his academic career, he was the Director of Product Management Avenue A and a founding member of aQuantive's Atlas division (acquired by Microsoft for \$6 billion in 2007). He was a senior management consultant for firms such as BMW, Sara Lee, Westinghouse, and Bombardier, and continues to consult with a variety of companies. This session will focus on applying behavioral science to sales. Sales decisions are rarely purely rational, and this session will uncover the shortcuts and biases that shape buyer behavior. By understanding the mental shortcuts customers rely on, sales professionals can design conversations, offers, and presentations that anticipate biases to help buyers make decisions that feel both easier and better.

3:20 pm Break



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3:30 pm

AI & Business Development - Professor Andre Martin

Andrew Martin is an assistant professor of marketing. As an experienced sales professional, he teaches a popular sales course in the Notre Dame MBA program. His research focuses on firm decision making and he leverages next-generation artificial intelligence (AI) technologies in his work. This session will focus on the essentials of B2B business development and sales, including responsible strategy, logistics & strategic partners, evaluating customer relationships, sales funnels, key account management, and Business-to-Government (B2G) relationships. Participants will gain practical knowledge through interactive activities and see how AI can be applied to lead prospecting to put these concepts into action immediately.

5:30 pm

Mendoza Rally

Begin your Football Friday with a signature Mendoza tradition. Each week, the Mendoza College of Business welcomes alumni, friends, and guests to the Courtyard for light fare, refreshments, and meaningful dialogue. This event offers a unique opportunity to engage with our graduate students, strengthen professional networks, and experience the collaborative spirit that defines the Notre Dame community.

